

**PX 164**  
**(Google's Proposed Redactions)**



# Instructions

Document 882-6

Objective: Show JO how the business is tracking, what your focused on, and your sales strategy,

## Timeline

- 10/15 Incorporate Quality Tech Roadmaps Feedback into presentation (think about Q4 bridge to 2023 priors)
- 10/29 Territory Reviews Complete (template).
  - Template is to help AEs / CSM structure their account reviews, but if this structure isn't working please feel free to take liberties!
  - We added an OKR tracking slide that mimics the leaderboard to help our sellers begin to think in that mindset as well
- 10/31 Customer Health Scorecard Completed. (Incorporate for your top account)
- 10/31-11/4 MZ Preread + Feedback
- w/o 11/7 Presentation to Jo

## CONTENT

- Day 1: Sub Verticals State of Biz (partner with teammates on narratives)
  - Review 2023 TechChefs Plan (built on Jo's Qpr Plan) || LCS strategy: 2023 FBR / Programmatic Plan / 2023 G&A.
  - What Good looks like (Examples: SuperTech SubVerticals Strategies) (gaming)
- Day 2: Territory Review Timeline (your time to shine!)
  - Demonstrate your understanding of business, through tech roadmap and how you're managing those TMPs through Sales Process that's anchored on CBOs/JBP. What GMP big swings will unlock 2023 growth (for client and GMP)?
  - What's customer health score? What obstacle are you hitting and what's the ask to Jo?

Google

Two Questions for Monday AM.

What was highlight of your weekend?

What was 1 thing you did at work last week that enabled you to showcase a strength of yours?



Printed on 7/1/2024

# Anthony: Government

*Support: Ashlee (Elections). Dee (DoD)*

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I am the Govt guy this week - i struggled a little on what to cover today vs tomorrow

## State of the Union: US Government

01/20/2023 10:00:00

What are DOD trends  
known and not  
known?

1. **Agencies** are just as much our direct clients
2. **Partner Alignment** has been very beneficial and the lack detrimental
  - a. US Air Force : Cardinal Path (Via GSD&M) // US Army: Annalect // Bounteous: USPS
3. Incredible **collaboration** and sharing across LCS, GMP and Specialist teams has been a **driving force**
4. Managed service seems to be a top priority - managing with DHF/DVIP where possible (USPS, Navy?)

What challenges could  
prevent us from  
achieving our goals?  
Where do you need  
support?

- Priority alignment is a key focus moving into '23
  - [REDACTED]
  - DoD / Public Health / Other
- Regulatory Roadblocks
  - Impact Level 4, PII constraints, etc.
- Contracting with Government entities can be extremely difficult, even via partners
- Agency GMP Partner Support Model - No coverage for smaller agencies within HoldCos
  - (Ex: Weber Shandwick within IPS, GSD&M + Porter Novelli within OMG, etc.)

First Movers?

Where do I need help?

- First Movers
  - US Army (1PD)
  - US Air Force / Antrak / USPS (VBB)
- Knowledge Gap + Opportunity:
  - Public Health

State of the Business - OKRs			Display: 1/1/2024	
US GOV	Attainment	OKR	Gap: One "US Government" Account Name / Account Insight within Salesforce	
% Quality Tech Roadmap	100%	100%	⇒	Tech Roadmap: Department of Defense Gap: Public Health
GA4 %oT	11%	31%	⇒	Movers: US Air Force (Cardinal Path) + USPS (Bounteous) Blockers: US Army / Navy (Adobe)
VDB	21%	20%	⇒	Movers: US Air Force (25%) / Amtrak (100%) / USPS (50%)
Foundational Projects	Q4	3	⇒	US Air Force GA4 // USPS GA4 US Army Match ID - CM Offline API
Activation Projects	Q4	0	⇒	Coming in Q1! US Army - Activation from Match ID // USMC - Google Audiences USPS DIF for 3P Partner Services to flip from TTD

Breakout over all?

DoD  
HealthCare  
Elections  
"Other" (USPS, Amtrak, etc.)



2022 in Review   What Informs 2023		2023 Business Plan
<b>What We Learned</b>		
<b>Celebrate all wins</b>	<b>Plant where the sun shines</b>	<b>Count on complications, rely on rigor</b>
Don't let the business environment and resource constraints define our momentum. Stop and appreciate the work.	The biggest wins are driven by industry change, but they require relentless focus and a commitment to the long game.	We need process to manage complexity at scale. When we find a successful path, we should share and embrace the culture of reuse.
<b>What We'll Take into 2023</b>		
<b>Our business is at a maturation point</b>	<b>Simplify and focus</b>	
We will preserve the culture of hustle in G&A while bringing in more operational rigor that meets the needs of the business. We will develop an adaptive stance to market factors and the economic environment.	Leverage sector resources and programs to drive operational efficiency. Continue investing in the initiatives that deliver results: Starlight, AM/AE Roundtables, and Vertical Video Power Hours	
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How are you thinking about 1SP

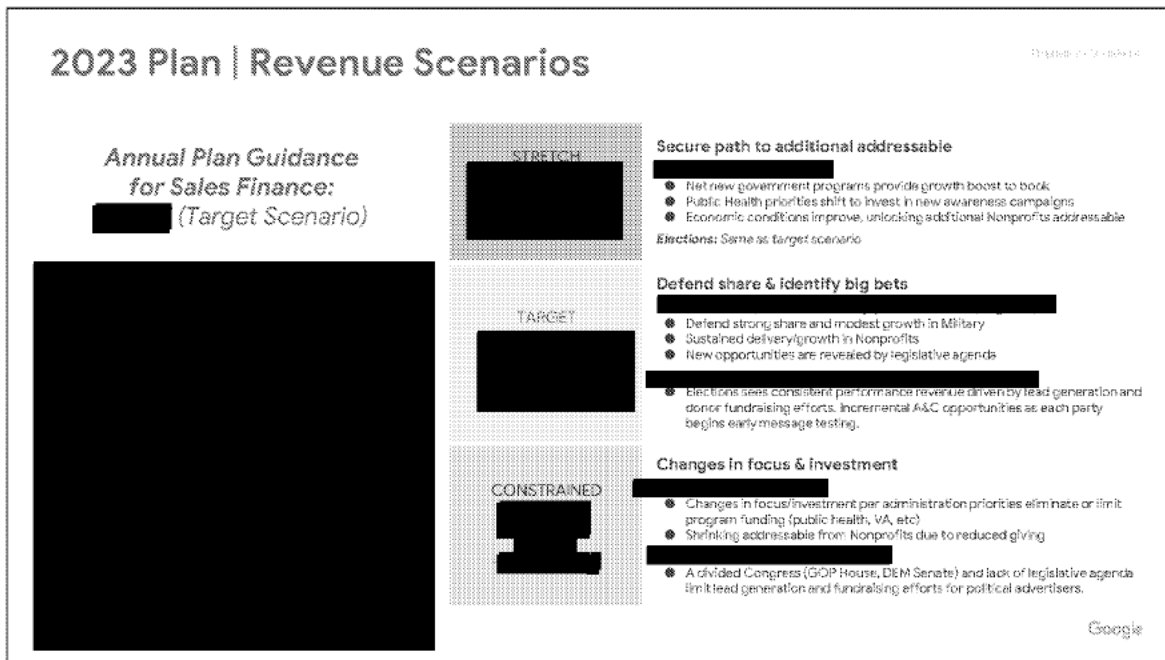
What is missing from the sector that's leading us to augment (e.g. video power hour)

Tailoring to our clients and competitive space

Ashley to make sure the partner teams are accountable for delivering things through sector initiatives

Lean on product teams to create content for us





## Exhibits

Kentucky Primary: 5/16/23

Mississippi Primary: Likely June 2023

Louisiana Primary: 10/14/23

General Election (MS, KY): 11/7/23

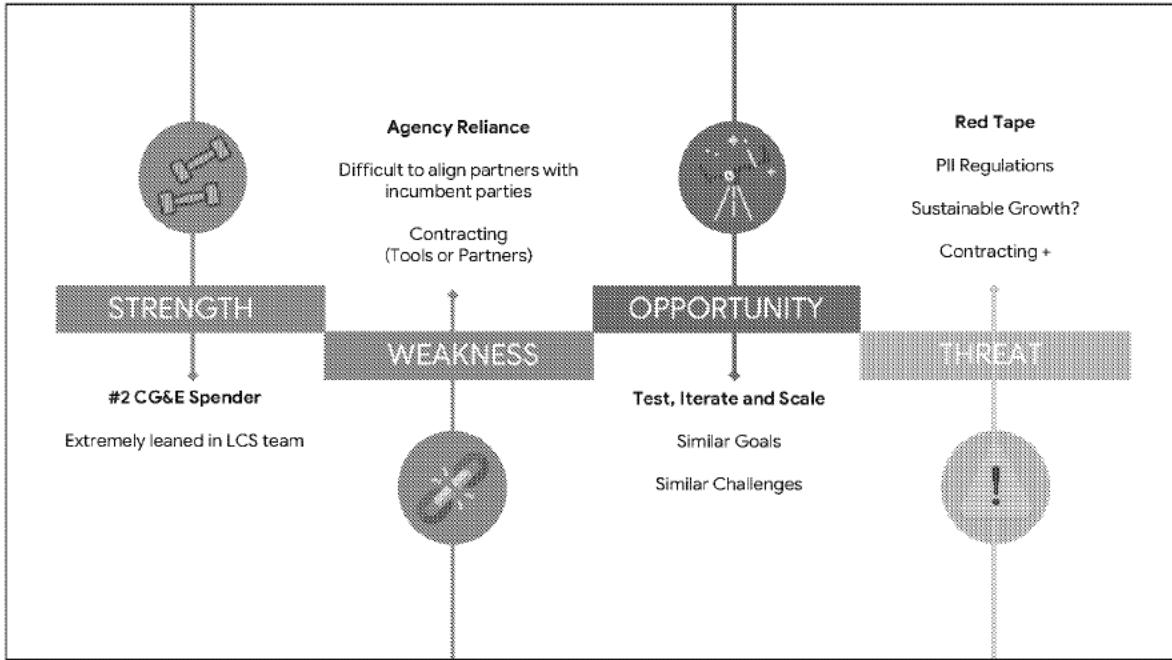
LA General Election: 11/18/23

Presidential Debates Likely to Start: late August - October, 2023

Presidential Primary spend begins to ramp up: November - December 2023

Is there headroom in elections that we may not realize in this target #

We have priorities shifting; is there anything we may immediately deprioritize next year to focus somewhere else?



Product Usage Doc: [https://docs.google.com/spreadsheets/d/1g27C5s-ATvFia8BuppmzBaTAZ1hllOW49glJDT\\_v\\_9k/edit#gid=0](https://docs.google.com/spreadsheets/d/1g27C5s-ATvFia8BuppmzBaTAZ1hllOW49glJDT_v_9k/edit#gid=0)

## Tech Fee Growth & Risk in your Portfolio

Document 882-6

Maintain Renewals - All your Renewals

**Get new *Prio* customers on the platform (Strategic Acquisitions)**

**Prio**

- US Gov - US Army (GA free to GA4) - Adobe Today
- US Navy / Marines - GA4 Opportunities

**Non-Prio:**

- RBI (Burger King) (Adobe + GA Free)
- Danone - AAA adoption
- Darden - CM net new

**Zero Churn - don't let customers churn at all costs (Renewals)**

**Partner Renewals**

- Yum GA360: MediaMonks (GA4 funds)
- US Air Force GA360: Cardinal Path (GA4 funds + measurement needs)

**Direct Renewals**

- PepsiCo GA360 + CM (foundation needs leading to measurement)

 Americas Platforms

